

Message Text

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SUBJECT: GLOBAL MARKET RESEARCH: BID PROPOSALS FOR
BUSINESS EQUIPMENT AND SYSTEMS IN MALAYSIA

REF: STATE A-8667 NOV. 19, 1974; KUALA LUMPUR

A-3 JAN. 9, 1975

1. EMBASSY INVITED SEVEN MALAYSIAN MARKET RESEARCH
CONSULTANTS BID SUBJECT PROJECT IN MALAYSIA OF WHICH
FOLLOWING THREE FIRMS SUBMITTED PROPOSALS. FIRMS
LISTED ORDER EMBASSY'S CHOICE FOR AWARD SURVEY
CONTRACT.

2. (A) SGV-KASSIM CHAN SDN. BHD. MEMBER SGV GROUP
COMPANIES, HEADQUARTERS MANILA. SGV MULTI-NATIONAL
CONSULTING, ACCOUNTING FIRM, OFFICES SEVENTEEN
CITIES SEA COUNTRIES. IN MALAYSIA, OFFICES PENINSULAR
AND EAST MALAYSIA.

PRICE US\$4,000 PLUS OUT-OF-POCKET EXPENSES NOT EXCEEDING
US\$500, TOTAL PRICE US\$4,500. SGV GROUP UNDERTAKEN
LARGE NUMBER CONSULTING ASSIGNMENTS FOR, AMONG OTHER
CLIENTS, WORLD BANK, ASIAN DEVELOPMENT BANK, USAID,
AGENCIES UNITED NATIONS. FIRM WILL CONDUCT DESK
RESEARCH, MINIMUM 30 PERSONAL INTERVIEWS IN ADDITION
TELEPHONE INTERVIEWS WITH END-USERS INCLUDING AGENTS,
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TRADE, INDUSTRIAL, PROFESSIONAL ASSOCIATIONS.

SGV KUALA LUMPUR RESPONSIBLE SUBJECT SURVEY UNDER DIRECTION BERNARD LUM WHOSE PAST EXPERIENCE INCLUDES EXECUTIVE CHARGE LIMITED MARKET SURVEY CONDUCTED BY PLESSEY MALAYSIA SDN. BHD. FOR DEX FACSIMILE MACHINES 1971; AS REPRESENTATIVE INVOLVED MARKET EVALUATION STUDY CONDUCTED BY DIETHELM & CO. LTD. ON BERKEL'S RANGE WEIGHING MACHINES INCLUDING POST HANDLING, COIN COUNTING MACHINES. LUM ALSO INVOLVED TEST-MARKETING THESE PRODUCTS KUALA LUMPUR.

FIRM AMONG BEST KNOWN MARKET CONSULTANT FIRMS OPERATING MALAYSIA. CAN BE EXPECTED PRODUCE DESIRED HIGH QUALITY RESEARCH WORK REQUIRED. IS EMBASSY'S FIRST CHOICE.

(B) PA MANAGEMENT CONSULTANTS SDN. BHD. FIRST STARTED OPERATING MALAYSIA EARLY 1960'S ON JOB-TO-JOB BASIS. PA MEMBER INTERNATIONAL MANAGEMENT CONSULTANTS GROUP ESTABLISHED LONDON 1943, OFFICES SEVERAL CITIES U.K., ERIE, EUROPE, AUSTRALIA.

PROPOSAL SUBMITTED COVERS PENINSULAR MALAYSIA ONLY. PA CONSIDERS EAST MALAYSIA RELATIVELY SMALL MARKET. KUALA LUMPUR OFFICE WILL CARRY OUT SUBJECT PROJECT UNDER OVERALL SUPERVISION H.V. WILLIAMS WHO DIRECTED NUMBER MARKET RESEARCH PROJECTS INCLUDING ONE USDOC FOR ELECTRONIC DATA PROCESSING AND RELATED EQUIPMENT. FIRM WILL CARRY OUT DESK RESEARCH, 40 PERSONAL INTERVIEWS, 45 TELEPHONE INTERVIEWS WITH FOLLOWING END-USERS. MANUFACTURING 20; TRADING COMPANIES 10; GOVERNMENT 8; BANKING 8; INSURANCE/FINANCE/STOCKBROKING 8; RETAILING 4; UTILITIES 2; TRANSPORTATION (RAILWAYS, PORT, ROAD, AIR) 2; SERVICE: ENGINEERS, ACCOUNTANTS ETC. 4; HOSPITALS 4; EDUCATION (UNIVERSITIES) 2; ESTATES AND ESTATE AGENTS 3; CONSTRUCTION/PROPERTY DEVELOPMENT 2; MINING (EXTRACTING AND PROCESSING) 2; TIMBER 2; PUBLISHING/MICROPUBLISHING 2; COMMUNICATIONS 2. PRICE QUOTED US\$4,500 INCLUSIVE CONSULTING FEES, ALL EXPENSES.

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PA ONE OF TOP NOTCH RESEARCH AND MANAGEMENT CONSULTANTS OPERATING MALAYSIA. PA HAS RELEVANT EXPERIENCE AND CAPABILITIES WHICH PREREQUISITES SUBJECT SURVEY. IS EMBASSY'S SECOND CHOICE.

(C) SPECTRUM MALAYSIA SDN. BHD. MARKETING CONSULTING COMPANY FIRST STARTED SYDNEY, AUSTRALIA, DECEMBER 1969. BRANCHES SINGAPORE, MALAYSIA DECEMBER 1971. 1972

SET UP OFFICE INDONESIA, 1973 ESTABLISHED OFFICE
HONG KONG.

BID PENINSULAR MALAYSIA ONLY. PRICE US\$5,165 OR M\$11,880.
FIRM PROPOSES CONDUCT DESK RESEARCH, ABOUT 55 PERSONAL
AND TELEPHONE INTERVIEWS FOLLOWING END-USERS. GOVERNMENT
5; BANKING 5; RETAILING (LARGE ESTABLISHMENTS) 8;
TRANSPORTATION 9; PUBLIC UTILITIES 5; COMMUNICATIONS 1;
CONSTRUCTION (LARGER) 1; CONSTRUCTION (SMALLER) 5;
HOSPITALS 5; EDUCATION 1; PUBLISHING/MICROPUBLISHING 5.
SINCE INCEPTION, SPECTRUM CONDUCTED SEVERAL MARKET
RESEARCH PROJECTS, ONE OF WHICH MAJOR STUDY OFFICE
EQUIPMENT MARKET 1974 FOR IBM WORLD TRADE CORPORATION.
THIS STUDY INVOLVED COMPILING LIST 3,000 MOST IMPORTANT
BUSINESS OPERATIONS WEST MALAYSIA, INTERVIEWING 880
BUSINESSES INVOLVED WITH REGARD THEIR CURRENT AND
FUTURE USAGE BUSINESS EQUIPMENT AND ATTITUDES TOWARDS
VARIOUS TYPES EQUIPMENT AND MANUFACTURERS. KUALA
LUMPUR SPECTRUM WILL UNDERTAKE SUBJECT PROJECT UNDER
CONTROL GREG COCKLE, FIRM'S MANAGING DIRECTOR.
SPECTRUM RATED HIGHLY MARKET RESEARCH CONSULTING FIRM.
IS EMBASSY'S THIRD CHOICE.

3. ONE COPY EACH PROPOSAL FORWARDED AIR POUCH, ONE
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